



CENTRAL COUNTIES TOURISM NEWSLETTER

December 2022



Forget-Me-Not Alpacas, Durham Region

E.D.'S CORNER: A Word From Chuck Thibeault

Happy Holidays!

I brag about you a lot - to my peers, our funders, and especially to my friends. "Yeah right", you are thinking. "With almost a thousand people reading the newsletter per month, he is bragging about me specifically." That is a valid point, but even I surprise myself with how many of you and/or your businesses I am familiar with. So, more specifically, I speak with pride and admiration about our core stakeholder groups; the businesses that create compelling reasons to visit, the municipal staff and council that work to connect the dots to become vibrant destinations, and our regional staff and council that create new opportunities for their stakeholders and amplify their stories across the province and beyond.

As a business owner myself, I revel and am energized by the creative fortitude and resolve our tourism businesses...[Read more.](#)

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MEMBER NEED TO KNOW...

CCT Welcomes Lisa John-Mackenzie as the new Durham Industry Relations Manager

Central Counties Tourism welcomes Lisa John-Mackenzie to the team as the Industry Relations Manager for Durham Region. Lisa brings more than 20 years of experience in leisure tourism and corporate travel with expertise in marketing, consulting, and most recently, destination management for the Township of Uxbridge. She shares her knowledge and passion with up and coming tourism professionals as an instructor for Durham College's Hospitality and Tourism program. Lisa can be reached at ljohn-mackenzie@centralcounties.ca.



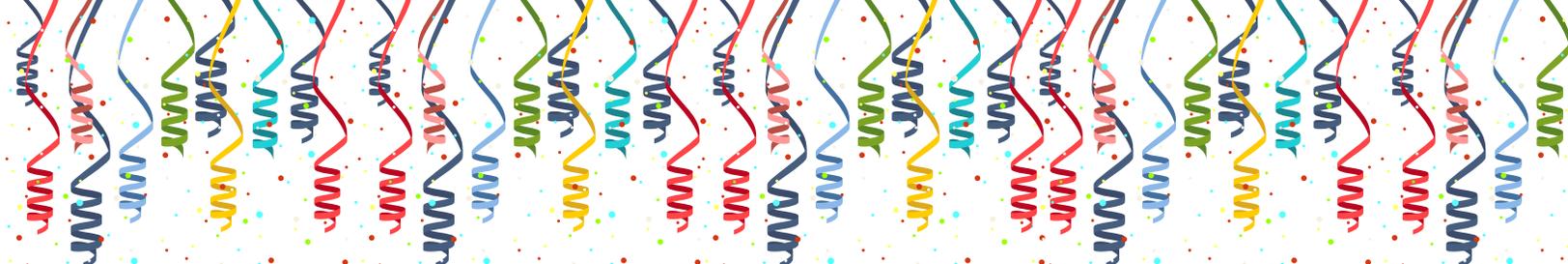
Update Your Events & Profile

[VisitYDH](#), our consumer brand, is gearing up for winter so don't forget to add your winter events to the online calendar and let your Industry Relations Managers know about your top winter experiences. While you're logged in update your profile for 2023! Login, or register through the [Central Counties Tourism](#) member portal, the CCT Cloud.



NEWS RELEASE: RTO6 Announces Support for Tourism Recovery in York, Durham, and Headwaters

This month, Central Counties Tourism (CCT) announced support for 118 tourism businesses and organizations in York, Durham, and Headwaters to recover from the pandemic and prepare for future growth. CCT received \$8.65 million through the Government of Canada's Tourism Relief Fund, delivered by the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), to help local tourism organizations and businesses safely welcome back visitors, recover from the impacts of the pandemic, create jobs and prepare for future growth. [Read the news release here.](#)



RING IN THE NEW YEAR WITH RESEARCH!

Get the Data, Grow Your Business

We all know that data-driven market research is the best way to make informed decisions when it comes to marketing, remodeling, uncovering opportunities, and ultimately growing your business. But where do you start?

This is a common question from our stakeholders. Enter Central Counties Tourism and our Research and Development Manager, Tom Guerquin.

Tom works with businesses to identify their specific question(s) and determine the best research approach based on our programs and products. Central Counties Tourism's research programs help our stakeholders understand their visitors; for example, where visitors are coming from, how best to reach those markets, or which market segments are more inclined to visit a specific type of business. This research uses current data to identify and validate target markets. It also stresses the important role of tourism within our region.

One of our stakeholders recently shared a great testimonial on how they used CCT provided data effectively.

Situation: McMichael Canadian Art Collection recently completed an analysis of their visitors through collecting the postal codes of their patrons during targeted campaigns and compared the data to their regular daily patrons. The research project was a success...

"Across the course of several projects, CCT research has provided reports and analysis specific to our institution that have allowed us to build a more comprehensive and actionable picture of our visitors, including general audience and member demographics, location, habits and attitudes. This highly detailed information has allowed us to refine our marketing campaigns, gain new insights, and make targeted, data-informed decisions that have helped us to identify and reach new target audiences for the gallery and better serve existing ones. CCT research is a tremendous asset to our business and has significantly contributed to our marketing and revenue-generating capacity."

-McMichael Canadian Art Collection

To learn more about the research options CCT has to offer visit the Research section of our website, or contact Tom Guerquin, Research and Development Manager at tguerquin@centralcounties.ca



Ontario Trillium Foundation: Grants & Deadlines

[Resilient Communities Fund](#); this fund supports community-based organizations that deliver programs and services in Ontario and need funding to recover and build capacity, resilience, and sustainability. Applications open January 4, 2023 through OTF's granting portal. Application deadline is February 1, 2023.

[Capital Grant](#); this grant is to help non-profit organizations address a community need by improving the infrastructure through purchasing equipment, building a new space, or completing renovations, retrofits or repairs. Start planning - application available as of May 17, 2023; deadline of June 14, 2023.

Canada Summer Jobs wage subsidy

Canada Summer Jobs (CSJ) provides wage subsidies to employers from not-for-profit organizations, the public sector, and private sector organizations with 50 or fewer full-time employees, to create quality summer work experiences for young people aged 15 to 30 years. Application deadline is January 12, 2023. [Learn more at Canada Summer Jobs wage subsidy program.](#)

Canada Digital Adoption Program

Get money and expertise to transform your business with the [Canada Digital Adoption Program](#). This program provides businesses with financing, tools, and resources to adopt e-commerce platforms and implement digital transformation plans. Get a grant and access to expert advice to increase online sales, reduce costs, better manage inventory, and more. [Learn more here.](#)

Ontario Sport Hosting Program 2023-2024

[The Sport Hosting Program](#) provides project-based funding to help applicants deliver major national and international amateur sport events in Ontario. There are three applicant funding streams 1) Provincial or national sport organizations; 2) Event host organizations; and 3) Emerging sports. Application deadline is January 9, 2023. [Learn more here - 2023-2024 Sport Hosting Program Guidelines and Reference Documents.](#)

Summer Experience Program

[The Summer Experience Program](#) (SEP) provides funding to eligible not-for-profit organizations, municipalities, Indigenous organizations, and First Nation communities to create meaningful tourism industry-related summer employment opportunities for students. Application deadline is January 18, 2023. [Learn more here.](#)



LEARNING & EVENTS

Digital Main Street Presents: Grow Your Small Business on Instagram

On January 5, 2023, Digital Main Street is hosting a free online workshop for small businesses in Ontario geared for those who already have an Instagram account and want to grow on the platform. The workshop explores different ways small businesses are strategically building a following on Instagram and generating sales from their efforts. Participants will leave the webinar with a long list of ideas that can be used right away. Learn more and [register on the event web page](#).

Cycle Tourism Conference 2023 - Ontario By Bike

The [2023 Cycle Tourism Conference](#) is coordinated by Ontario By Bike, a program of [Transportation Options](#). On March 2, learn from and join the conversations and discussions with keynote presentations and concurrent sessions from Canadian and international speakers that will feature the latest trends and opportunities relating to one of the fastest growing tourism sectors in Canada, and worldwide: cycle tourism. [Register here](#).

2023 FEO Celebrate Conference - March 6,7,8, 2023

This year's [Festivals and Events Ontario conference](#) will celebrate the successes and help you better prepare for the issues that caused problems or challenges for festival and event organizers over the last two years. Content will be geared towards celebrating the strong comeback of the festival and event industry and planning for the future. [Register here](#).

Navigating LGBT+ Diversity & Inclusion in the Tourism Industry

To support efforts in developing market-ready products, CGLCC's Navigating LGBT+ Diversity and Inclusion in the Tourism Industry helps tourism-based businesses learn about LGBT+ inclusion and how to effectively understand, value, and serve LGBT+ customers and employees. On January 19, learn how to ensure that LGBT+ customers feel welcome, accepted and are served in a way that exceeds their expectations and accommodates their needs. [Register for this free Zoom webinar here](#).

TOURISM

INDUSTRY NEWS

FEO Award Nominations are now open for applications

The FEO Award Nominations are now open for applications. Please note the deadline to submit is January 6, 2023. To learn more about the awards and how to apply visit [Festival & Events Ontario](#).

TIAO Releases Inaugural State of Tourism Report

TIAO has released the inaugural [State of the Ontario Tourism Industry Report](#), a blueprint for the growth and recovery of the sector. Over the last year, TIAO policy team's Dr. Jessica Ng and Caitlyn Drexler & [Ontario Chamber of Commerce \(OCC\)](#) worked closely with the sector to inform and develop this report. The report calls for a comprehensive strategy that addresses workforce development, regulatory burdens, infrastructure deficits and regional disparities, as well as recommendations. [Read the report.](#)

Get 50% off Your FEO Membership

Festival and Events Ontario is offering 50% off its membership cost for 2023. Buy or renew your membership by January 16 to take advantage of this discounted membership price. [Learn more here.](#)

TIAO Extends Complimentary Membership opportunity

The Tourism Industry Association of Ontario (TIAO) will continue to offer complimentary membership to tourism operators who are active members of their local Destination Marketing Organization (DMO) and/or Sector Association in 2023. For membership registration or questions email Leni Brem at membership@tiaontario.ca and specify the organization with which you have membership (DMO or Sector association). More information about membership and benefits can be found [here](#).

Connect with us on social!

